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MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

SEPTEMBER
1919



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WATSON, VE

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**Before You Move
into that
New
Home
of
Yours**

Look over the different pages and see what kind of trees you have.

Beaver Brand Hardwood Flooring

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*Can you eat
What you fancy?*

[illegible]Kkovah
Health Salt

SUTCLIFFE & BINGHAM, Ltd., Manchester
84 Peter Street, Toronto, Ontario

How Long Will You Live?

Evaluating Students' Diaries
Evaluating Performance



The Kodak Album

There's joy in every page of the school girl's Kodak book.

There's a lot of good times in every tiny part and between its covers is the pictured story of happy years and enduring friendships—a story that means life in the making, and afterward the still greater joy of living over again those happy, care-free days.

CANADIAN KODAK CO., Limited

Applied Artificial Intelligence 2006, Vol. 20, No. 1, 1–12

Toronto, Canada



and Northern Studies

End That Film

On Your Teeth

AF Statement Approved by High Council Authority

You Must If You Save Them

THU toothbrush alone may remove food debris, but it does not end the film. Night and day, between the teeth and elsewhere, that film does constant damage. Most tooth troubles are now caused by the bacteria on it.

It is that sheer flow which you feel with your tongue. It slips to the teeth and gets into crevices. The ordinary tooth paste does not do this. That is why millions of well-brushed teeth decay and decay.

That film is what claspeth—and the teeth. It is the base of turp. It holds fast substance which remotes and forms and. It holds the solid in contact with the teeth to come down.

Millions of germs breed in it. They, with lactin, give the cheese its odor of pyrazine. So, despite the tooth brush, all these troubles have been constantly increasing.

How dental science, after years of search, has found a way to control film. It is embodied for CDS in one as a self-renewing dental material. It protects wherever the film goes. It keeps between the teeth. When you use it, it attacks the film effectively. We ask you to prove this by a testing test, to be made at once.

See How Teeth Whiten

Send the coupon for a 16-DAY TRIAL and see for
any tooth paste. Note how clean the teeth feel a few
days. Mark the absence of the shiny film. Get new
tooth, which is the fast film disappear. You will
realize then what a revolution has developed in tooth
cleaning methods.

Dependent is based on people, the diagonal is off-axis. The flow is orthogonal matter. The story of Dependent is to dissolve it, then to constantly rebuild it.

Tapan was not used before because it must be activated. The usual agent is an acid harmful to the teeth but agency has discovered a harmless activating method. Because of patents it is used in England alone. This method is doing for millions of teeth what was never done before.

Four years of clinical and laboratory tests have proved the results beyond question. Leading doctors all over America now urge its daily use. You are bound to adopt it when you know it, for your children and yourself. Call out this response—now, before you forget it—and see what it means to you.

Pepsodent
445-1111
The New One Dentifrice

A 30-mg (6g) Product—Sold by Drugstore Everywhere

Send the Dragon for a
10-Day Trial

Some have shown the death
 And often asked: "What is the
 meaning of the story?"
 So here the great story is
 the last the story.

Two-Day Tube Free

1000 E. Richards Ave., Chenoa, IL 61820
 911-10 Group (Total of 10 Participants)
 1000



GOODYEAR
MADE IN CANADA

Value Delivered —in Mileage

A tire is worth—
—not what you *pay* for it.
—but what you get out of it.

A truth as old as business, yet overlooked by motorists every day.

The true cost of a tire is *the price divided by the miles it serves you.*

On that basis thousands of motorists have bought Goodyear Cord Tires.

And have continued to buy them.

If you, too, will buy tires on this basis, you will

come to Goodyear Cords.

Check up on tire mileage with your friends who use Goodyear Cord Tires.

Ask the Goodyear Service Station Dealer about Goodyear Cord Mileages.

You will have the answer to the entire question.

Find out, also, about the Goodyear Heavy Tourist Tube, a better, thicker tube which gives much extra service for a small extra price.

The Goodyear Tire & Rubber Co. of Canada
Limited

CORD TIRES



There's Not a Store in Canada That Can't Do Just This

W. Durand sells groceries and meats in Hamilton, Ont.

Every sales slip, cash or credit, is totaled on the little Burroughs Adding Machine you see on the counter in the picture on the opposite page.

Why?

"Because," says Mr. Durand, "we have proved that it saves us money, and that it helps us hold our trade. We've used a Burroughs more than six years; it has paid for itself several times over, and it has never cost us a cent for repairs."

The same machine checks all invoices, balances the cash, makes sales

records, figures inventories, and does all the figure work of the store. It saves money in the mistakes it prevents, and saves arguments because customers know that an amount added on a Burroughs is bound to be right. It also saves time for all concerned.

The A B C of Business

The *added Burroughs* line includes machines for Adding, for Bookkeeping and for Calculating—among them a model which will fit into any business, large or small, and repay its cost in the savings of a few months.

Burroughs offices are maintained in many Canadian centers—St. John's, Nfld.; Halifax, N. S.; St. John, N. B.; Quebec and Montreal, P. Q.; Ottawa, Toronto and Hamilton, Ont.; Winnipeg, Man.; Regina and Saskatoon, Sask.; Calgary and Edmonton, Alberta; Vancouver and Victoria, B. C.



This well-managed little business is typical of the thousands of stores that have proved that no business is so small for a Burroughs.



Burroughs Adding Machine of Canada, Limited Windsor, Ont.
Burroughs
 Adding - Bookkeeping - Calculating Machines

Burroughs Adding Machine of Canada, Limited Windsor, Ont.
Burroughs
 Adding - Bookkeeping - Calculating Machines





FLASH IT ANYWHERE

Flash a Reliable Flashlight Flashlight when you are out at night. It is a small, handy, reliable flashlight that is easy to carry and use. It is a must for every car.

Reliable Flashlight and Flashlight accessories are available in all parts of the world. Write for a free literature. Reliable Flashlight and Flashlight accessories are available in all parts of the world. Write for a free literature.

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The Royal Naval College is established for the purpose of training Canadian naval officers and engineers. It is a unique institution of its kind in the world. It is a must for every Canadian who wishes to enter the naval service.

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to make and succeed. There are also many people who are not interested in the business of the future. They are not interested in the business of the future. They are not interested in the business of the future.

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For Every Floor In Your House

Standa Floor Polish

RAMSAY'S
FLOOR POLISH

Jaeger

Negligee Shirts

Made of the finest French and English fabrics, in various patterns and colors. They are made of the finest French and English fabrics, in various patterns and colors.

KEATING'S

Keating's is a famous name in the world of medicine. It is a famous name in the world of medicine. It is a famous name in the world of medicine.

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Knowing How

That is 80% of the problem when it comes to converting those old stores in the living room.

Our booklet, "Home Upholstering," will answer this problem for you at once, in simple language that anyone can understand, complete with a large number of understandable illustrations.

Write for a today. It is yours for the asking.

DU PONT FABRIKOID CO.
Sales Office
43 Bay St., TORONTO

The Quality Never Varies

SEAL BRAND

COFFEE

The same satisfying strength—the most delicious flavor—is sealed in every can of Seal Brand Coffee.

In the home, ground, or just ground for customers.

Write for a sample: "Seal Brand Coffee," 1000 Bloor Street West, Toronto, Canada.

BENSON'S Corn Starch



Desserts—Rolls Sauces

BENSON'S is pure, prepared corn starch, delicious and versatile, well-suited for all cooking purposes.

It improves the texture of buns, biscuits and rolls of all kinds and is indispensable with French or Cream Sauces. It makes your cream light and fluffy.



There is nothing for the most delicate lemon filling to do but to make it smooth and creamy. Benson's is the best for this purpose.

LEMON PIE

(One-half cup lemon juice and one-half cup sugar)

Put one cup of Benson's Corn Starch in a bowl and add one cup of sugar. Mix well. Add one cup of lemon juice and one-half cup of sugar. Mix well. Add one cup of lemon juice and one-half cup of sugar. Mix well.



Pie Chart

For more recipes, see page 100 of the Benson's Corn Starch Cookbook.

Write for booklet of recipes



The Canada Starch Co., Limited
MONTREAL

day morning is long day Tuesday when a few and hazy sunshine streamers

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a tale of glories, memory of the 20th anniversary of 1891-1911.

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PICCADILLY
LONDON
Smoking Mixture
30¢ PER PACKAGE

The art of Smoking Mixture has reached the zenith of perfection in Piccadilly Smoking Mixture.

Growing Under Groun

(Continued from Page 10)

Londoners are growing under ground. The British troops were in the hands of the American troops. The British troops were in the hands of the American troops.

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ZNI
SHOE POLISHES
A Great Home Shine
The Big Value Box
LIQUIDS AND PASTES
FOR BLACK, BROWN, TAN AND OIL-BROWN (DARK BROWN) SHOES

BOYS AND GIRLS
Boys and girls all over the world are wearing this of water and everything that makes a difference in the way they look. The boys are wearing this of water and everything that makes a difference in the way they look. The girls are wearing this of water and everything that makes a difference in the way they look.



Travel at the Lowest Cost per Mile

FEW car-owners nowadays are tempted by low prices for tires. They have learned the fallacy of judging by first costs.

Most miles per dollar is the return you get from Firestone Gray Sidewall Tires. It means they are cheaper in the end, regardless of the original cost. Their buoyancy assures comfort from first to last. Their endurance under grueling wear lends confidence to every mile on the road.

The fact that Firestone prices have been reduced while the mileage adjustment basis has been increased is only an additional reason why so many people prefer Firestones to all others.

For sale by leading dealers throughout Canada.

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Export Department: 1211 Broadway, New York, U.S.A.
Factories: Akron, Ohio, U.S.A.

Firestone

Tires

Most Miles per Dollar



Really a Delightful Confection

DAINTY Chiclets, tingling with delightful peppermint—a confection delicious and beneficial.

You'll find Chiclets welcome everywhere. Why? The dainty size and shape; the delightful candy-coating of pep-

permint; the wholesome goodness of the gum inside.

Chiclets are sold everywhere—ten for 5c.—and in the 25 cents Week-End Box, which is the right packet to take home to the family.

MADE IN CANADA

---an Adams product, particularly prepared

Canadian Chewing Gum Co., Limited, Toronto, Winnipeg, Vancouver

**"The kind that
won't dry on
the face!"**



**SUNBACK
MILBURN**

FOR a good many years—depending on how old you are—you've been hearing that Williams' lather "won't dry on the face." Have you ever stopped to think just what that signifies? Of course it doesn't mean that after getting all lathered up you can stop to play with the baby for half an hour, or run to a fire. But it does mean that you can put on the rich, softening, creamy lather, strop your razor well, go all the way round at a leisurely pace, and finish off a velvety shave without having to lather the face a second time. That is the reason why a Williams' shave is both quicker and more comfortable. Get Williams' convenient Holder-Top Shaving Stick and try it tomorrow.



After the shave or the bath you will enjoy the comforting touch of Williams' Talc Powder



Williams' Holder Top Shaving Stick

THE J. B. WILLIAMS CO., Canadian Depot, 655 Dufferin St., Montreal